

## **AMENDMENT TO THE CLAIMS**

1. (Currently Amended) A method, comprising:  
  
    defining a match between a user classification and an incentive;  
    receiving content information describing at least one user's content selections;  
    receiving clickstream data describing actions performed by the at least one user while viewing the content selections;  
    receiving the at least one user's credit card purchase records;  
    merging, by a processor, the clickstream data with the content information to generate data describing an event timeline that describes ~~merged data describing~~ the clickstream data and the content information over time; and  
    classifying the user by the processor in the user classification when the data describing the event timeline ~~merged data~~ relates to the at least one user's purchase records; and  
    transmitting the incentive to the at least one user.
2. (Previously Presented) The method of claim 1, wherein the at least one user's content selections comprise a channel viewed by the at least one user, a program shown on the channel, and the amount of time the channel is watched.
3. (Previously Presented) The method of claim 1, further comprising collecting the content information.
4. (Previously Presented) The method of claim 1, wherein the at least one user's content selections comprise how much of an advertisement the at least one user views.
5. (Canceled)

6. (Previously Presented) The method of claim 1, wherein classifying the at least one user further comprises relating the credit card purchase records and the at least one user's content selections when the at least one user views advertisements for a product and purchases the product.
7. (Previously Presented) The method of claim 1, wherein classifying the at least one user further comprises classifying the at least one user in the user classification when the clickstream data satisfies a predefined parameter defining television viewing habits for the user classification.
8. (Previously Presented) The method of claim 1, further comprising determining whether a product associated with the incentive was purchased.
9. (Previously Presented) The method of claim 1, wherein the clickstream data comprises global computer network viewing data.
10. (Previously Presented) The method of claim 1, further comprising retrieving survey data.
11. (Previously Presented) The method of claim 1, wherein receiving the at least one user's credit card purchase records comprises receiving a price paid for a product and a time the product was purchased.
12. (Previously Presented) The method of claim 1, wherein the incentive comprises an image embedded into television media content.
13. (Previously Presented) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Previously Presented) The method of claim 1, wherein the incentive comprises a banner.

15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:

a processor executing code stored in memory that causes the processor to:

receive at least one user's content selections associated with a set-top box;

receive clickstream data describing actions performed by the at least one user while viewing the content selections;

generate data describing an event timeline that describes the clickstream data and the content information over time;

receive the at least one user's credit card purchase records describing the at least one user's purchases;

define a match between a user classification and an incentive; and

classify the at least one user in the user classification when the data describing the event timeline ~~at least one user's content selections~~ relates to the at least one user's purchases.

16. (Canceled)

17. (Canceled)

18. (Previously Presented) The system of claim 15, wherein the code further causes the processor to relate the at least one user's credit card purchase records and the at least one user's content selections when the at least one user views advertisements for a product and purchases the product.

19. (Previously Presented) The system of claim 15, wherein the code further causes the processor to classify the at least one user in the user classification if the clickstream data satisfies a predefined parameter, the parameter defining television viewing habits for the user classification.

20. (Previously Presented) The system of claim 15, wherein the code further causes the processor to determine whether a product associated with the incentive was purchased.
21. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive global computer network viewing data.
22. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive survey data.
23. (Previously Presented) The system of claim 15, wherein the code further causes the processor to determine a price paid for a product and a time the product was purchased.
24. (Previously Presented) The system of claim 15, wherein the incentive comprises an image embedded into television media content.
25. (Previously Presented) The system of claim 15, wherein the incentive comprises a video program.
26. (Previously Presented) The system of claim 15, wherein the incentive comprises a banner.
27. (Previously Presented) The system of claim 15, wherein the incentive comprises a coupon.
28. (Previously Presented) The method of claim 1, wherein the incentive comprises a video program.
29. (Previously Presented) The method of claim 1, wherein the at least one user's content selections comprise video games.

30. (Previously Presented) The method of claim 1, wherein the at least one user's content selections comprise audio content.
31. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a product.
32. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (Previously Presented) The method of claim 1, wherein transmitting the incentive to the at least one user comprises transmitting the incentive by mail.
34. (Previously Presented) The method of claim 1, wherein transmitting the incentive to the at least one user comprises transmitting the incentive by electronic message.
35. (Previously Presented) The method of claim 1, further comprising receiving records related to a shopping card in which the at least one user is given a discount in exchange for using the shopping card.
36. (Previously Presented) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.
37. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive separate identification codes identifying each user of a common user terminal.
38. (Currently Amended) A method for marketing, comprising:

defining a match between a user classification and a redeemable electronic coupon;

receiving content information associated with at least one user's content selection;  
receiving clickstream data describing actions performed by the at least one user while viewing the content selection;  
receiving the at least one user's credit card purchase records describing purchases from retail stores;  
merging, by a processor, the clickstream data with the content information to generate ~~merged data~~ describing an event timeline that describes the clickstream data and the content information over time;  
~~generating an event timeline describing the merged data over time;~~  
classifying the at least one user by the processor in a user classification when the event timeline ~~merged data~~ relates to the at least one user's purchases from the retail stores; and  
transmitting the redeemable electronic coupon to the at least one user.